

**ECA MARKET ACTIVITY REPORTS & ANALYSIS PROGRAM Reporting
Instructions for
DISTRIBUTOR POINT-OF-SALE OF CAPACITORS BY STATE
MS-444-Q**

DATE DUE: Due at ECA on or before 45 days following the reported quarter.
(Example: May 15th for the first quarter.)

SEND TO: Upload data at <https://secure.verisconsulting.com/eca/>

GENERAL:

Report data provided to you by your Distributors on their Point-of-Sale (POS) transactions. These data should reflect the "shipped to" location, not the "billed to" location.

All data should be reported in thousands. For example, 10 units should be reported as 0.01 – not 0 and 10,100 should be reported as 10.1 – not 10.

Sales:

A capacitor is considered to be sold as soon as the Distributor to the customer has invoiced it. Net sales are defined as "gross billings or shipments" minus (1) okay returns, (2) defective allowances, (3) allowances in lieu of replacements, and (4) price-change credits. Sales to California should be broken out between Northern and Southern regions according to the attached territorial map.

Participation:

Any capacitor manufacturer with U.S. manufacturing facilities selling to the U.S. market, Canada and Puerto Rico is eligible to participate.

Inquiries: Questions, comments or suggestions for improving this report should be directed to Mike Hayes, 703-654-1482

CALIFORNIA



MS-444-Q
1/1/08